

METHODS AND SYSTEMS FOR SELECTIVELY
DISPLAYING ADVERTISEMENTS

RELATED APPLICATIONS

8/16/06
TP
[01] Reference is made to co-pending United States Patent Applications Serial No. 09/991,025, entitled "Methods and Systems for Planning Advertising Campaigns," the disclosure of which is incorporated herein by this reference.

BACKGROUND OF THE INVENTION

1. **The Field of the Invention**

[02] The present invention generally relates to managing the delivery of advertising impressions on devices that are intermittently-connected to a network. More specifically, the present invention relates to planning an advertising campaign of advertisements, managing delivery of advertisement content associated with the advertisement to one or more receiver modules, and managing the selection of the advertisement, and associated advertising content, for display to a viewer.

2. **Background and Related Art**

[03] For many years, homes, offices, and other buildings have accessed broadcast programming through airwave broadcasts, cable providers, satellite transmission, and other communication channels. Televisions provide viewers with a varied assortment of entertainment, news, advertisements, and educational programming. From the first broadcasts to current television programming, viewers gather a wealth of knowledge while being entertained. With advances in communication technology and computer systems in